

# A Pharmaceutical Company's Interactive Demo Center

AVI-SPL implemented video solutions that allow the Catamaran pharmaceutical company to showcase products at its downtown Chicago demo center.

## Make a Downtown Demo Center Interactive

Catamaran is a pharmacy benefit management company that offers customizable solutions like formulary management, specialty pharmacy and a retail-to-home delivery program. As part of its office build-out in downtown Chicago, Catamaran wanted to include a Customer Experience Center. That experience center would show guests how its technology improves service to its clients, including the availability of apps that clients use to order prescriptions.

AVI-SPL had previously completed work for one of the two companies that joined forces to form Catamaran. That trust manifested itself as a partnership for this latest endeavor.

"We worked hand in hand with a consultant to design the space," says Doug Goczkowski, AVI-SPL project specialist.

## A Complex Project With a Tight Deadline

Catamaran's Customer Experience Center is all about showing guests what it can do and empowering the company to remotely connect with other offices and clients. To support that goal, we installed seven recessed video walls and integrated LifeSize video conferencing systems in five meeting rooms. Christie digital video processing offers flexibility in how images are displayed on the video walls.

A room near the experience center features AVI-SPL's Caméléon Telepresence, which connects via bridge with other video conferencing systems. In collaboration mode, three motorized monitors pop up from the table, on which participants see shared material.

Each conference room has a Crestron Pro2 series processor that runs the Crestron DigitalMedia matrix. That matrix manages the Biamp AudiaFlex, which distributes audio

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throughout the building. An iPad interfaces with the conferencing systems and controlling devices so that attendees can easily manage what they share during a video conference.

In an audio teleconferencing room, users control the mute function of the mics, the incoming volume from the far end, and can program audio to the overhead speakers.

“One of the reasons we installed Biamp AudiaFlex is for how well it manages audio conferencing,” says Goczkowski. “Take the large conference room as an example. In this room, there are eight speaker zones. If you’re at mic one and the audio speaker is zone one, your voice will come out of zones two through eight.”

In the experience center and lobby, audio sources connect to Biamp’s Nexia PM (a digital signal processor). An iPod hookup at the receptionist’s front desk makes it possible to send music to Customer Experience Center and the lobby.

“This was a very fast-paced project,” says Goczkowski. “We were in the space just under two months. I’m proud that we were able

create this advanced tech space in such a short timeline.”

## The Center of Engagement

Catamaran has a space where it can bring customers and showcase technology that allows service providers to make it is easier for patients to take charge of their healthcare.

When a guest walks up to the lobby video wall, an RFID reader recognizes the badge they received at check-in and brings their name up on the screen. A Kinect camera system then allows that person to navigate through the options using gesture. Four 2-by-2 video walls have a Horizon overlay, so that guests can select a pharmacy app and see how it works.

Each of the video conference rooms have AVI-SPL’s own Simple Control solution, which streamlines the collaboration system by automating system engagement and makes it easy to share a presentation on a laptop with a video conferencing endpoint at the push of a button.

## At A Glance

**Company**  
Catamaran

**Location**  
Chicago, IL

**Market**  
Healthcare

**Solutions**  
Conferencing and interactive displays that allow Catamaran to show guests how its technology improves service to its clients.

**Services**  
AVI-SPL integrated interactive video walls and video tables throughout the Catamaran demo center.

**Technology Involved**  
Biamp audio  
Crestron control systems  
Caméléon Telepresence  
LifeSize video conferencing  
Christie video wall processor  
NEC displays

## About AVI-SPL

At AVI-SPL, we believe that the right connections empower the ideas and innovation that drive business forward. As the world’s leading video communications partner, AVI-SPL designs, builds and supports the systems and environments that enable communication and collaboration.

With highly-trained and certified system engineers throughout 34 offices across North America and an international network of solution providers in 30 countries, we’ve built the infrastructure and partnerships to help any business realize and meet its communication goals.

## About Biamp

Most people have never seen Biamp products, but they’ve probably heard them work wonders—in airports, arenas, courtrooms, houses of worship, theaters, universities, corporations, and conference centers. Around the world, around the clock, Biamp equipment is delivering, managing and enhancing the sound.

For the love of sound, Biamp never stops experimenting, tinkering and making the impossible actually practical. Because ultimately, when the lights dim and the speakers come on, it’s not about the system. It’s all about the sound.

## Featured Partner

**BIAMP**  
SYSTEMS



## Images

**Fig 1.1**  
Christie video processing handles the presentation of images across the video walls.

**Fig 1.4**  
Participants use Crestron devices to control AV equipment in collaboration rooms like this.

**Fig 1.2**  
This telepresence room features LifeSize video conferencing technology.

**Fig 1.5**  
NEC displays were used for many of the video walls throughout Catamaran's Chicago office.

**Fig 1.3**  
AVI-SPL's mission was to create an interactive space for Catamaran.